



PLANNING COMMISSION STAFF REPORT

Land Use Services Department

Advance Planning Division



HEARING DATE: May 6, 2004

AGENDA ITEM NO: 2

Project Description

Applicant: Land Use Services Department
Proposal: Draft Vision Statement for the General Plan Update
Index: CW1-849N
JCS: 00243CQ0
Community: Countywide
Staff: Terri Rahhal

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review the Draft Vision Statement for the General Plan Update and forward the statement with any recommended revisions to the Board of Supervisors for approval.

BACKGROUND

The Board of Supervisors approved the work program for the General Plan Update in May of 2003. One of the first major tasks of the General Plan Update is development of a Vision Statement: a concise description of ideal conditions to work toward in the General Plan horizon year of 2025. During the update process, each goal and policy of the General plan will be evaluated for consistency with the Vision Statement. Both the Board and the Planning Commission have stressed to staff their desire for extensive public involvement in the General Plan Update. In keeping with that direction, the following forms of outreach were used to gather input from as many County residents as possible to compose the Vision Statement:

Community Meetings: Two series of facilitated community meetings were held in locations throughout the County, to obtain citizen input on the Vision Statement. The first round of meetings, held in August – September 2003, focused on collecting initial public input on the appropriate vision for the future of the County. Attendees were asked what they like now about where they live that should be preserved for the future, what issues or problems concern them, and what changes should occur to those problems in the future. MIG, the public meeting consultants on the General Plan update team, recorded all comments made at the community meetings on large wall graphics, for use in preparation of the Draft Vision Statement. The second round of meetings, held in February – March 2004, presented the Draft Vision Statement for public review and comment. Comments on the Draft Vision Statement were recorded, and the balance of the time at these meetings was spent identifying local concerns and issues to be addressed in the General Plan and Community Plans. A list of all community meeting dates and locations is attached.

Vision Leaders: At the first round of community meetings described above, nearly 200 volunteers were recruited to provide another layer of public outreach as “Vision Leaders”. The Vision Leader program was designed to reach individuals who might not attend a General Plan community meeting, but would be willing to participate if the opportunity were presented at a more convenient time and location. Vision Leaders were trained to conduct brief

surveys to gather data for the Vision Statement at regular meetings of social clubs, homeowners associations, church groups, service organizations or other groups they may encounter or belong to. The Vision Leader survey produced thousands of responses to questions about people's vision for the future of the County, and their opinions about County services. The service responses were shared with the County Administrative Office and the ExCel project team. The vision responses were compiled for analysis and review for potential incorporation in the General Plan Vision Statement.

General Plan Web Site: A web site has been established to display information and collect public comments concerning the General Plan Update: www.sbcountygeneralplan.net. The web site is a communication tool that will be used throughout the update process to convey information to the public and receive feedback. Wall graphics from community meetings, general information about the update, and draft documents, such as the Vision Statement are posted on the web site for public review. To encourage comments and questions, there is an e-mail link to the Advance Planning staff, as well as mail and telephone contact information. During the data collection phase of developing the Draft Vision Statement, individuals could complete and submit the vision survey online.

The General Plan Advisory Committee (GPAC), comprised of fifteen citizens appointed by the Board of Supervisors, worked with County staff and the General Plan consultant team to compose the Draft Vision Statement. Drawing from the public comments recorded at community meetings, collected through the Vision Leader surveys and submitted over the General Plan web site, the GPAC prepared the first draft statement during the months of December 2003 and January 2004. The statement was generally well received, but numerous public comments were recorded during the most recent round of community meetings in February and March. After considering these comments, the GPAC made several revisions on April 21, 2004 and approved a Final Draft Vision Statement to present for review by the Planning Commission and approval by the Board of Supervisors for use in the General Plan Update.

ANALYSIS

In order to promote broad public discourse, touching on all subject areas addressed by the General Plan, the Vision Statement has been presented as a discussion of our desires for the future of where we live, where we work, and how we play in San Bernardino County. Since there is no standard format or content formula for a vision statement, the GPAC has opted to compose a rather lengthy statement, including enough public input to represent a consensus vision for the County. Most of the public comments excluded from the vision statement were valid comments to consider in the update of General Plan policies, but were perhaps too specific to be expressed as a vision for the future of the County at large. Land Use Services staff, the General Plan consultant team and the GPAC recommend the attached Draft Vision Statement as a fair representation of the vision of San Bernardino County citizens that should guide the update of the County General Plan.

ATTACHMENTS:

1. Draft Vision Statement

2. Schedule and Locations of Community Meetings

